

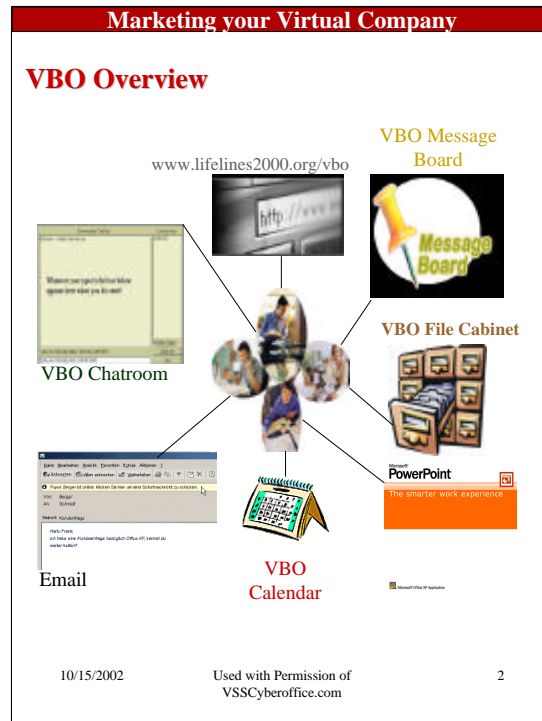
Seminar Date: 10/08/2002

Greetings and welcome to Marketing your Virtual Company. Congratulations on your decision to explore the burgeoning industry of Virtual Business Ownership. Should you experience technical difficulties, please contact, Shawn Young, **LIFELines Technical Support** at (202) 433-6162 or via email: **young.shawn@hq.navy.mil**

This self-paced seminar was designed exclusively for **high bandwidth users**. We recommend that you

1. Print all the slides in this seminar
2. Visit the VBO event calendar to verify live moderated chat dates and times.
3. Contact the VBO site manager by email to: **vparham@vsscyberoffice.com** to attend the Marketing your Virtual Company Moderated Chat. Once you've been granted permission to attend, an invitation will be emailed to you with a login password.

Note: VBO Moderated Chat Session starts promptly at 1330 EST. We recommend that you Print and Review slides and write down your questions in advance.



The VBO Initiative will deliver an interactive online environment where military spouses can learn and access business resources and experts. Using the latest technology, VBO will deliver (web-based) resources, information, and interactive collaboration through message boards, moderated chats and educational seminars relating to the topic of Virtual Business Ownership.

The purpose of the VBO Initiative is to assist Navy and Marine Corps spouses who are interested in establishing their own virtual businesses in cyberspace.

Description of Seminar Platforms:

Real Time Seminars - are live and conducted online in a web conferencing room. Participants are able to hear and interact with the presenter and subject matter experts live using their computers, Internet access, a microphone and speakers.

Self-paced Seminars - have been designed for both high bandwidth users (**DSL or higher**) and low bandwidth users (**dial-up 28.8 kbps or better**). Those who are not able to attend the live real time seminars are encouraged to view the self-paced versions. To access, logon to the VBO website, click on conference room and select "Seminar Info Page".

About The Presenter



*Victoria M. Parham,
President & CTO
Virtual Support Services*

Victoria is an Army veteran and military spouse who has successfully established her own virtual business in cyberspace. Now living in Alaska, she works for all types of clients across the United States through the Internet, phone, fax, email and other telecommunication technologies.

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3

In 1989, Parham left the Army to devote her energies to motherhood. What started out as a life of motherhood and being a military spouse soon turned into a pursuit of passion. Motivated by a passion to help people lead better lives, Parham began seeking for her purpose. One day while at work for a government agency in Savannah, GA, Parham discovered her purpose and decided she no longer wanted to be an employee but an entrepreneur. On April 5, 1994 she formed "Victoria's Secretarial Services" a brick and mortar company. Parham provided administrative support, resume cultivation and career counseling to active duty personnel and their family members and secretarial support to the local business community. Faced with another transition, Parham sold her company in 1995.

In January 1997, Parham launched her new virtual company, Virtual Support Services, (vsscyberoffice.com). This new virtual model would allow her to live the company's slogan "For The Way You Work TODAY, Working Virtually, Anytime ^ Anyplace. Today, Parham's company serves as a total outsourcing solution for companies around the world. She has served as a personal virtual assistant to high profile executives and celebrities worldwide.

Parham has been profiled in several major media outlets, Alaska Journal of Commerce, Black Enterprise Magazine, TechTV, Alaska Online Television, and most recently in the August 2002 issue of Home Business Magazine. An advocate for military quality of life issues Parham speaks to military spouses through message boards, articles, email, workshops and seminars on "Self Empowerment".

In November 2001, Parham was selected by the State of Alaska as a Top Forty Under 40 Business Leader in recognition of her commitment to professional excellence and business growth.



Marketing

your Virtual Company

Desire is the key to motivation, but it's determination and commitment to an unrelenting pursuit of your goal — a commitment to excellence — that will enable you to attain the success you seek.

- Mario Andretti
(1940–) US champion auto race driver

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4

Marketing

Defined

The American Marketing Association's definition
of marketing is:

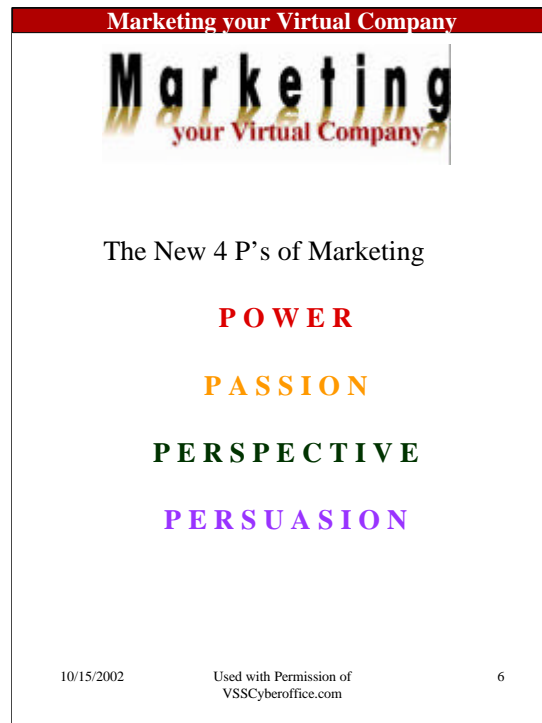
the process of planning and executing the
conception, pricing, promotion and distribution of
ideas, goods, and services to create exchanges
that satisfy individual and organizational
objectives.

Source: American Marketing Association

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5



The traditional 4 P's of Marketing are:

Product. What is the unique positioning of my product or service? Positioning your product in relation to similar products available on the market is essential if you want to distinguish yourself from the competition. Ask yourself what makes your product (or service) unique and how it compares to the competition.

Price. How do I determine the best price for my product or service? There are many ways to establish the price of your product or service. An effective pricing strategy will help you stay competitive in your market. Determine how much your customers are willing and able to pay for your products, and whether they have the income required to pay for your product.

Promote. How effective is my advertising? Even if you are offering the best, fastest, or least expensive product around, you will get nowhere if no one knows about it. An efficient promotional or advertising strategy will ensure that your efforts translate into sales.

Provide. How do I make sure that my product or service reach my customers in the most efficient manner? The type of distribution network that is right for your product depends on many factors, such as the size of your business, the structure of the industry as well as the buying behaviors of your customers. The way you make your products available to your customers can give you an important competitive advantage



POWER

- The power of developing a striking, compelling visual.
- The power of the spoken or written word.
- Communication that causes reaction.
 - Attracts attention
 - Generates interest
 - Fuels desire
 - Drives action.

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7



PASSION

"a strong liking or desire for or devotion to some activity, object, or concept"

The products or services you provide to your clients should be derived from a passionate conviction that your client's company and products or services are the very best available to fill the needs of their target customers.

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8



PERSPECTIVE

“the ability to see things in their proper relationship to each other”

An advertising agency helps company create revenue generating ad campaigns. Their focus (Perspective) is on creating ads that generate revenue for their clients. *Their focus is not however, on marketing their client’s products or services.*

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9



PERSUASION

the ability to "induce someone to do or to think something."

Rule No. 1

*In order to be persuasive, you **MUST** understand the motivations of your clients so that you can create an emotional connection with them*

Core of Your Message **MUST** Address

- Your client's needs and desired satisfaction
- How it does so differently and better than your competition.



***Solutions for Overcoming
Shyness and Fear***

- **Set clear goals**
 - ☞ Turn your focus away from yourself
 - ☞ Practice, practice, practice
 - ☞ Learn from your mistakes-don't fear them
 - ☞ Reward yourself when you've done well

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11

Marketing your Virtual Company



*"I keep the telephone of my mind open to peace,
harmony, health, love and abundance. Then,
whenever doubt, anxiety or fear try to call me,
they keep getting a busy signal — and they'll soon
forget my number."*

*- Edith Armstrong
storyteller*

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12



Creative Marketing Techniques

- ✓ Email Signatures
- ✓ Business Collateral Pieces
- ✓ Website
- ✓ Voice mail
- ✓ Auto Responders

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13

Participant Exercise: Write down 3 additional marketing techniques to keep your company in the front of your client's eye:

- 1.
- 2.
- 3.

Marketing Yourself Personally



Market Yourself Professionally



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14

Participant Exercise: Write down 3 ways to market yourself personally and 3 ways to market yourself professionally

Market myself Personally

- 1.
- 2.
- 3.

Market myself Professionally

- 1.
- 2.
- 3.

Pricing Your Services or Products



Pricing Variables

The easiest way to set a price is to **calculate the cost of producing a product** (direct costs, overhead and labor), **add in a profit margin**, and **stamp the resulting number on a price tag**.


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15

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Recommended Reading:



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Recommended Reading Material: Check your local library first, to see if they have these books on hand. If not, they're available either in your local bookstore or via the world wide web: **Barnes and Noble Bookstore:** <http://www.barnesandnoble.com/> || **Amazon:** <http://amazon.com>

The New Professional Image

From Business Casual to the Ultimate Power Look – How to Tailor Your Appearance for Success in Today's Workplace

Author: Susan Bixler and Nancy Nix-Rice

Selling Your Services

Proven Strategies for Getting Clients to Hire You (or Your Firm)

Author: Robert W. Bly

The Business Planning Guide

Creating a Plan for Success in Your Own Business

Author: David H. Bangs, Jr.

Helpful Resources in VBO:



- ✓ [Business Development Templates](#)
- ✓ [Business Cards](#)
- ✓ [Brochure](#)
- ✓ [Letterhead](#)
- ✓ [Sample Press Release](#)
- ✓ [Daily Cash Sheet](#)
- ✓ [Invoice](#)
- ✓ [Home/Virtual Office Setup List](#)
- ✓ [Work for Hire Agreement](#)
- ✓ [MS Excel Income Forecast](#)
- ✓ [Quark Xpress](#)
- ✓ [Attorney Resources](#)
- ✓ [CPA Resources](#)
- ✓ [Bookkeeping](#)
- ✓ [Website Hosting Solutions](#)
- ✓ [Email Account Resources](#)

To Get Up and Running QUICKLY

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17

VBO Premier Seminar Series Review

Starting a Virtual Business

Promoting the Virtual Model
Concept

Communicating in a Virtual
Environment

Marketing your Virtual Company

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18

Join us in 2003 for our instant replay real time seminars. Learn more by visiting
www.lifelines2000.org/vbo

Seminar Review

- ☒ Marketing Defined
- ☒ The New 4 P's of Marketing
- ☒ Overcoming Shyness and Fear
- ☒ Creative Marketing Techniques
- ☒ Marketing yourself Personally / Marketing yourself Professionally
- ☒ Pricing your Services or Products
- ☒ Recommended Reading
- ☒ Resources in VBO

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19

Let's review what we covered in today's seminar

*Thank You for being a part of
Marketing Your Virtual Company*



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20

Have a question about marketing your virtual company? Join us in dialogue on the VBO message board where you can share your thoughts, experiences and/or comments.

Reminders

What's NEXT?

- Utilize the available resources in VBO
- Continue developing your business plan
 - Promotional Campaign for Your VBiz
 - Research the types of communication solutions for your VBiz
- Join myself and the subject matter experts in dialogue on the **VBO Message Boards** for ongoing Mentoring, collateral development & review, continued project and contract leads
- *Special Request* – Testimonial and Feedback

*Finally and as Always Share this
WONDERFUL Resource with Your Fellow
Military Spouses*

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21

Please send your testimonial of how the real time seminars and/or self-paced seminars have impacted your life to: **vparham@vsscyberoffice.com**. Until next time, from Anchorage, Alaska to your part of the world, Happy Virtual Officing!

Points of Contact:

VBO Seminar Presenter & Site Manager

POC: Victoria Parham

Email: vparham@vsscyberoffice.com

LIFELines Technical Support

POC: Shawn Young

Phone: (202) 433-6162

Email: young.shawn@hq.navy.mil